

## **mHealth Market Worth \$23 Billion in 2017 and Estimated to Grow at a CAGR of more than 35% over the next three years**

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The report has the following key findings:

Driven by the thriving ecosystem, SNS Research estimates that the mHealth market will account for over \$23 Billion in 2017 alone. Despite barriers relating to regulation, patient acceptance and privacy concerns, SNS Research estimates further growth at a CAGR of more than 35% over the next three years.

While the use of mHealth devices and apps is already widespread in clinical trials, pharmaceutical giants are now setting their sights on connected drug delivery platforms that will automatically detect and log patients' medication use to improve adherence.

SNS Research estimates that mHealth centric wearable devices will account for over 60 Million unit shipments by the end of 2017. In order to gain valuable insights from the data generated by these devices, healthcare service providers and other stakeholders are increasingly investing in Big Data and analytics technology.

mHealth has the potential to dramatically reduce the costs of healthcare operations, while improving the quality of healthcare. SNS Research estimates that by the end of 2017, mHealth could represent up to \$370 Billion in annual healthcare cost savings worldwide.

With more than 7 Billion mobile network subscriptions worldwide, the mobile communications sector is rapidly gaining traction from a diverse range of vertical sectors. Healthcare is no exception to this trend.

As healthcare service providers seek to maximize their patient outreach while minimizing costs, many view mobile healthcare (or mHealth) as the solution to improve healthcare cost-efficiency. mHealth refers to the usage of mobile communications technology and devices to enhance access to healthcare information, improve distribution of routine and emergency health services, and provide diagnostic services.

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Mobile operators also view mHealth as a lucrative opportunity for the monetization of their mobile connectivity services as a growing proportion of their subscribers adopt healthcare centric wearables. Given that most operators have established themselves as reputable consumer brands, they are also eyeing at opportunities to offer services beyond simple connectivity. Many operators already offer branded or co-branded end-to-end mHealth solutions to their customer bases.

In addition, mHealth offers a multitude to opportunities to the pharmaceutical industry ranging from enhanced R&D activities and medication adherence to securing the supply chain and combating counterfeit drugs.

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The "mHealth (Mobile Healthcare) Ecosystem: 2017-2030-Opportunities, Challenges, Strategies

& Forecasts" report presents an in-depth assessment of the global mHealth market. In addition to covering key market drivers, challenges, future roadmap, value chain analysis, deployment case studies, service/product strategies and strategic recommendations, the report also presents comprehensive forecasts for the mHealth market from 2017 till 2030. The forecasts and historical revenue figures are individually segmented for 5 individual submarkets, 29 use case categories, 5 ecosystem player categories, 6 geographical regions and 34 countries.

The report comes with an associated Excel datasheet suite covering quantitative data from all numeric forecasts presented in the report.

#### Topics Covered

The report covers the following topics:

The scope and implementation of mHealth across the globe

mHealth technology

Market drivers and key benefits of mHealth

Challenges and inhibitors to the mHealth ecosystem

mHealth standardization and regulatory initiatives

mHealth opportunities, use cases and applications

mHealth deployment case studies

Value chain analysis of the mHealth ecosystem and the recognition of key players in each segment of the value chain

mHealth industry roadmap: 2017 - 2030

Key trends in the mHealth ecosystem; mHealth regulation, security, adoption of cloud based mHealth services, alliances for ecosystem fortification, and the impact of LTE/5G deployments

The role of IoT and wearable technology in the mHealth ecosystem

Profiles and strategies of over 230 leading ecosystem players

Strategic recommendations for mobile operators, enabling technology providers, mHealth device OEMs, application developers, healthcare service providers and pharmaceutical companies

In-depth analysis for 5 individual submarkets and their associated mHealth application use cases:

Pharmaceutical Applications

Medical Information & Healthcare Management

Healthcare & Fitness

Remote Consultation/Diagnostic Services

IoT, Wearable Technology, Sensor & Monitoring Applications

Historical revenue figures and forecasts till 203

Forecast Segmentation

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Market forecasts and historical revenue figures are provided for each of the following 5 submarkets and their 23

use case categories:

Pharmaceutical Applications

Safety Data Collection

Consumer Education

Medical Education

Post-Market Monitoring

Drug Authentication

Social Media

Patient Compliance & Retention: Clinical Trials

Information & Healthcare Management

Electronic Health/Medical Records & Tracking Tools

Diagnostic Tools & Medical Reference

Continuing Medical Education  
Awareness Through Alerts  
Logistical & Payment Support  
Healthcare & Fitness  
Medical Compliance  
Fitness & Nutrition Apps  
Clinical Decision Support Systems  
Prescribable Mobile Apps  
Remote Consultation/Diagnostic Services  
Mobile Video Consultations, Collaboration & Surgery  
Non-Video Consultations & Collaboration  
Remote Collaboration in Emergency Situations  
IoT, Wearable Technology, Sensor & Monitoring Applications  
Health and Wellness Monitoring  
Disease Surveillance/Remote Monitoring  
Diagnostic Tools  
Technical Logistics  
Revenue is also split by ecosystem player:  
Ecosystem Player Segmentation  
Mobile Operators & Connectivity Providers  
Mobile & mHealth Device OEMs  
Content & Application Providers  
Healthcare Service Providers  
Pharmaceutical Industry

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Contact Info: Name: Hector Costello Email: [sales@orbisresearch.com](mailto:sales@orbisresearch.com) Organization: Orbis Research Address: 4144N Central Expressway, Suite 600 Phone: +1 (214) 884-6817 Source URL: <http://marketersmedia.com/mhealth-market-worth-23-billion-in-2017-and-estimated-to-grow-at-a-pace-of-more-than-35-over-the-next-three-years/187405> For more information, please visit <http://www.orbisresearch.com/reports/index/the-mhealth-mobile-healthcare-ecosystem2017-2030-opportunities-challenges-strategies-and-forecasts> Source: MarketersMedia Release ID: 187405

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### **Keywords**

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